

EDUCATION, TRAINING & ONLINE LEARNING

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K-12 STEAM GUIDE

Presented by

Cal State Fullerton



UCI Paul Merage School of Business
Leadership for a Digitally Driven World™



TEACHING THE BUSINESS OF SPORTS

Concordia University Irvine's School of Business & Economics has launched a new MBA in Sports Business. This new program is designed to address market needs, producing more sophisticated leaders in the ever changing world of sports business. As it does, sports industry heavyweights are weighing in on the present landscape—and how Concordia's newest program will help students.

One supporter is Leigh Steinberg, perhaps the most well-known sports agent in recent times, and the model for the lead character in the 1996 film *Jerry Maguire*. Steinberg has represented 64 NFL first-round draft picks and eight number-one overall draft selections, more than any other agent.

Steinberg met and became friends with Mark Francis, who is heading up the new program, 12 years ago when Francis began teaching sports business at UCLA. "Mark is uniquely qualified, as someone who has been very involved in sports marketing himself, to bring real-life experience. It's not all just theory, but there are practical skill sets that are learned: how to recruit or sell, how to negotiate, how to maintain client relationships," says Steinberg. "I've worked with him on a number of different things. I found him to be very creative and thorough. I have great admiration for his skills."

A native of Fredericton, New Brunswick, Canada, Francis coached men's and women's ice hockey at two very successful high school and college programs, winning conference and national gold and silver medals. An executive mentorship with the Los Angeles Kings hockey team brought him to L.A. in 2008.

He then landed a job teaching sports business at the Center for Media, Entertainment & Sports at UCLA's Anderson School of Management. He also coached UCLA's American College Hockey Conference Men's club team for seven years.

"Both those things allowed me to get to know everybody in the athletics department at one of the number-one sports schools in the world," Francis says. He then worked as a consultant with a production company, BaAM Productions, which produces large-scale sports events for majors pro sports entities, including the NHL Winter Classic, NHL All-Star Game, MLB All-Star, Pro Football Hall of Fame, the Rose Bowl game, and more.

"The one thing I have always wanted to do was run a program like this," says Francis. "Concordia gave me that opportunity. I have always wanted to be an influencer in the industry to produce highly-ethical, qualified



leaders in the sports industry. We are developing the next round of sports executives. Ethics and character are a major part of that."

George Wright, Dean of Concordia's School of Business & Economics, says this new program is another example of the university's commitment to serve Concordia students as well as the local, national, and international business communities. He "thanks Professor Emeritus Curt Cattau, MBA Director Drew Wolf, and Program Director Mark Francis for creating, refreshing, and delivering unique sports business programs that align with Concordia's mission and will serve sports business and all the related industries in an even more impactful manner."

Steinberg agrees and says sports is essentially a relational business. "At the end of the day, everything comes down to relationships with other people," Steinberg says. "Character, reliability, and trust are key. Whether you're an athletic director, a general manager, an agent or a reporter, you'll be dealing with the same people over and over again with an understanding that no one transaction is worth destroying the relationship."

"We are developing the next round of sports executives. Ethics and character are a major part of that."

The world of sports now offers multiple employment opportunities—all of which operate on the same basic principles. "Someone can work for a team, a league conference, an athletics department, sports branding, public relations, a players association, sports-themed content, motion pictures, documentaries—the field is exceptionally broad," Steinberg says. "Some students may end up working in entrepreneurial startups that don't exist now. The key is to prepare them with skills so they can move in any way."

Concordia's sports business alumni have received jobs and internship placements with the Golden State Warriors, Sacramento Kings, the NHL in Toronto and Anaheim, the San Diego Padres, and the Los Angeles Dodgers. Steinberg's counsel to students at Concordia is simple: "Be kind to your future self. Do those things in business practices and networking that may not come to fruition instantly."

To learn more about the MBA Sport Business program at Concordia, please visit www.cui.edu/sportsmba or call (949) 214-3254.



Dr. Curt Cattau, Mark Francis, Leigh Steinberg, and Dean George Wright

Advance Your Professional Callings

At Concordia University Irvine, our graduate programs are designed for busy professionals, like you, who want to broaden their expertise in business, coaching, consulting, counseling, education, healthcare, leadership, ministry, and more. By teaching both the hard and soft skills you need, our programs equip you with the tools to adapt to the ever-changing workplace and world.

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- Learn from Christian faculty and renowned thought leaders
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Learn More at cui.edu



CONCORDIA
UNIVERSITY
IRVINE

“Concordia’s community is unique due to its diversity in education, students, and campus location. The campus is filled with friendly staff and students who are always available to help.”

Priyanka P., MA '22



Increasing Opportunities for High-Achieving Students

Titans of Empowerment



“CSUF allowed me to explore and find my passion, which was really, really big for me.”

- Makar Makarian

Makar Makarian immigrated to the U.S. with little more than a dream to be the first in his family to go to college.

After enrolling at Cal State Fullerton as a transfer student in chemistry, faculty mentors encouraged him to engage in hands-on research to improve cognitive function in patients with Alzheimer’s disease. This gave him the knowledge and confidence to apply to graduate school.

Makar’s lab and research experience opened doors to pharmacy school and advanced his ultimate goal of working in the field of medicinal chemistry.

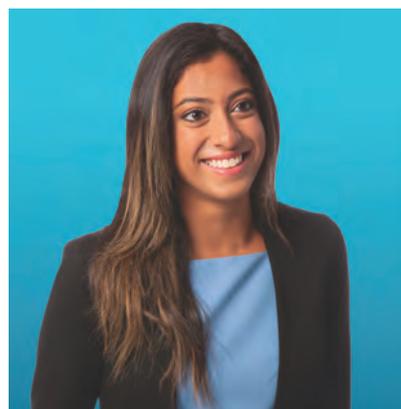
Cal State Fullerton empowers undergrads with real-world research and learning experiences to prepare them for future careers or graduate schools.

Makar and Asha are just two examples of graduates who experienced Cal State Fullerton’s commitment to advancing student success. This empowered them to pursue their passions and career paths.

From admissions through commencement, CSUF works to empower all Titan students to reach their fullest potential.

You can help support deserving students through the “It Takes a Titan” campaign.

Learn more at <https://campaign.fullerton.edu/empowerment/>



“Let’s create a place where students build up their mental stamina.”

- Asha Bhattacharya

Having experienced anxiety, Asha Bhattacharya understands firsthand the importance of mental wellness.

The Cal State Fullerton marketing student dreamt of creating a “gym for the mind” on campus — a place where students could train their brains and proactively cultivate mental toughness.

Asha’s participation in the President’s Scholars leadership program for high-achieving students encouraged and empowered her to pitch an idea to CSUF President Fram Virjee.

Impressed by her vision, the president sanctioned a new student wellness room that is scheduled to open in 2022.

Now a proud Titan graduate, Asha continues to advocate for mental wellness in her management role at Amazon.



Cal State Fullerton

EARNS 2022-2023

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The Merage School Brings Business Value to the Orange County Community



Digital technology and artificial intelligence has dramatically changed how companies operate and grow. Will you be left behind or able to keep up with the pace of change and innovation? More importantly, will you be prepared to lead the way?

UCI's Paul Merage School of Business offers a personalized educational experience to help students and partners develop the tools to think strategically about the opportunities created by digital technologies. Our world class entrepreneurial programs to give you the skills and knowledge necessary to start and grow successful businesses. The Merage School is one of the few that offers a dedicated entrepreneurship program including classes, mentorship, and hands-on experience. The Merage School's Center for Innovation and Entrepreneurship is a vital resource for students, offering a range of programs, events, and resources to help them turn their business ideas into reality.

Count on a Commitment to Unparalleled Educational Quality

The Merage School and its programs consistently rank among the top schools nationally and globally. Worldwide, business leaders choose the Merage School, realizing that its unique combination of curriculum, career advancement and collaborative culture is unparalleled in peer institutions.

"We have made a commitment to our students to provide the highest quality education possible," said Ian O. Williamson, Dean of the Merage School. "Our faculty, students, staff and the business community continually collaborate to ensure our curriculum and resources meet the demands of our students and the employers that hire them. This open dialogue provides tremendous value to our school, our students and the business community at large."

The UCI Paul Merage School of Business is proud to offer three highly ranked MBA programs:

The **Full-Time MBA (FTMBA)** program is geared toward highly motivated professionals who want to develop critical leadership skills and increase their career potential. Graduates from this unique two-year program represent diverse academic, professional and cultural backgrounds, and rejoin the workforce with a leadership skill set for the digital world.

The **Fully Employed MBA (FEMBA)** program is designed for early to mid-career working professionals and managers who want to pursue a graduate education while they continue their career climb. Students have the flexibility to customize the program around their career objectives and graduate in as few as 24 months. Classes are offered week-nights on-campus and in a hybrid format that combines the best in online learning with four on-campus Saturdays per quarter.

The **Executive MBA (EMBA)** program is designed for those who want to immerse themselves in the dynamic thinking required in our current business environment and aligns with the career goals of mid

to senior-level professionals. Classes are held every third weekend for 21-months beginning in September in a format that supplements in-class sessions with state-of-the-art online learning between class weekends. A Healthcare Leadership Track has been built out within EMBA for those who want to apply their knowledge of business as a leader in the changing healthcare industry.

Focused Specialization to Meet the Needs of Today's Leaders

In addition to these well-respected MBA programs, the Merage School also offers four specialized one-year master's degrees designed for early career professionals ready to launch into their field.

The one-year, full-time **Master of Finance (MFin)** program thoroughly prepares students for entry and mid-level finance positions such as risk management, asset and wealth management, real estate management and forecasting. Closely tied to professional practices, MFin's curriculum is well-suited to preparing students to sit for the CFA examinations and obtain the Chartered Financial Analyst (CFA®) charter.

Now available in a one-year or two-year format, the **Master of Innovation and Entrepreneurship (MIE)** is the only program of its kind in the UC System, and provides extensive integrated and immersive academic and practical experience for those looking to embark on careers as entrepreneurs (innovating to form new companies) and intrapreneurs (innovating within existing companies).

The **Master of Professional Accountancy (MPAc)** program prepares students for a successful accounting career by offering an intensive and comprehensive one- or two-year format, focused on developing an advanced level of technical mastery and professionalism. Graduates meet the new State of California Board of Accountancy education standards required for the Uniform Certified Public Accountant (CPA) Examination.

The **Master of Science in Business Analytics (MSBA)** program, now offered in a Four Quarter as well as Five Quarter delivery option, prepares students to compete in the high-demand field of big data and business analytics across various industries and around the globe. Students receive the tools necessary to harvest, transform and model data to discover business insights from large volumes of structured and unstructured data.

Empowering the Entire Leadership Pipeline

In addition to our degree programs, the Merage School's **Leadership Development Institute (LDI)** provides individuals and organizations with relevant and research-based solutions to build sustainable, future-proof leadership. With a focus on developing leaders at all levels and enabling effective organizational leadership, the LDI has developed its solutions to mirror and support the advancement and flow of the talent pipeline through its open enrollment and custom programs.

**UCI Paul Merage
School of Business**

Leadership for a Digitally Driven World™

For more information about The Paul Merage School of Business and our programs, please visit merage.uci.edu.



Advancing Student Opportunities For Tomorrow's Workforce

Orange County is one of the fastest growing and most diverse business sectors in the United States, creating a high demand for skilled and dynamic talent to support its growth. **Irvine Public Schools Foundation (IPSF)** continues to build bridges between academic and business communities to create opportunities for students to gain the skills, confidence, and passion required to be successful in today's competitive STEAM (Science, Technology, Engineering, Arts, Mathematics) workforce.

For over 25 years, IPSF's mission to provide programs, raise funds, and unite the community in support of educational excellence has resulted in tremendous impact in the quality and equity in public schools through more than \$95 million in grants and programs provided to benefit students. What started as a group of concerned parents wanting the best schools for their children has now evolved into one of the leading education foundations in the nation.

Fueling Innovation

Making schools centers of innovation can only be achieved if teachers have opportunities to bring revolutionary learning opportunities to life. IPSF has awarded over \$2 million through its *Innovative Grants Program* to support innovation in schools, launch new curriculum, and improve students' educational experiences. In the last five years, the Innovative Grants Program has awarded grant funding to 90% of Irvine Unified K-12 schools, benefiting thousands of students.

"In order to prepare students for the future, we must provide them with hands-on experiences and skills that they can apply to real world situations," explains Neda Eaton, President & CEO of Irvine Public Schools Foundation. "We are proud to support educators who are passionate about elevating student learning far beyond standard academic curriculum."

Thanks to innovation grants funded by IPSF, Irvine students have learned advanced principles of physics by constructing electric guitars, solved cold cases through forensic science, supported students in crisis with peer-to-peer suicide prevention programs, and built nano-satellites that were launched into space on NASA rockets. When you give students and teachers opportunities to collaborate, learn, and explore, the possibilities are limitless.

Ensuring Access to Opportunities

Through afterschool and summer enrichment programs, IPSF encourages students to explore their interests and discover new passions. With courses including coding, robotics, theater, debate, and entrepreneurship, students apply what they learn during the school day in new ways, while also collaborating with students outside of their traditional classes. By nurturing the spark of curiosity within each child, students are empowered to grow and discover their own unique gifts, talents, and passions.

IPSF's commitment to high-quality educational enrichment for every child includes scholarships for families with financial need. The organization believes that all students should be able to participate in a variety of STEAM courses, regardless of their ability to pay. Generous contributions from leading corporate partners like

Kia Motors America, FUTEK, Google, and UPS help ensure that all students have access to opportunities that will educate, engage, and inspire the future leaders of our community.

Connecting Education and Industry

Early exposure to real-world application of academic study has proven to be a successful formula for inspiring more interest in STEAM-related fields and majors.

IPSF has remained steadfast in its commitment to STEAM education to empower K-12 students to be curious learners who seek creative solutions to problems, and in the process develop the soft and hard skills necessary to succeed in college and future careers.

Long-term investment in STEAM through initiatives including Ask a Scientist Night, OC STEAM Fest, Irvine CubeSat STEM Program, Career Technical Education Engineering Pathway, and Science Fair, puts Irvine students ahead of the curve. These investments are making an impact, with Irvine students consistently outperforming their peers in these subjects. In 2021 Advanced Placement (AP) testing, Irvine students scored on average 30% higher in science disciplines and 25% higher in art disciplines than students across California.

Through robust partnerships, IPSF continues to explore new approaches to inspire student interest in STEAM careers by collaborating with educators on programs and events that bring together academic and corporate partners.

"With so many challenges facing students today, it is more important than ever that they have access to enrichment opportunities that inspire wonder and provide a creative outlet," explains Javad Mokhbey, President & CEO, FUTEK. "Through our partnership with IPSF, we are able to positively impact students' K-12 educational journeys, so they are prepared to meet the challenges of today and of the future."

Stepping Up for Students

Known as the "City of Innovation," Irvine embodies the traits of a successful tech hub city

with outstanding K-12 schools and universities that provide a readily available workforce and a strong base of talent. From small businesses to global leaders, corporate supporters understand that educational excellence is crucial to maintaining Orange County's position as a leader in innovation.

"What makes Irvine so special is how we as a community have remained committed to the principles of education and innovation established over 50 years ago," says City of Irvine Mayor Farrah N. Khan. "The City is proud of its significant investment and partnership with IPSF to unite our business leaders, parents, and educators in support of educational excellence for our students. By working together as a community, we can prepare and nurture the next generation of leaders who will propel this region forward for years to come."

If you are interested in learning more about partnering with IPSF and becoming one of the *Top 100 Corporate & Community Partners Supporting Educational Excellence*, please contact President & CEO Neda Eaton at neaton@ipsf.net. To learn more about Irvine Public Schools Foundation, visit www.ipsf.net.



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WORLD-CLASS MINDS



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13 RELIGIONS

REPRESENTED IN STUDENT BODY

26 COUNTRIES

REPRESENTED IN STUDENT BODY

12 ART TECHNIQUES

THROUGHOUT ALL GRADES

23 LANGUAGES

SPOKEN BY STUDENTS

715 STUDENTS
13 GRADE LEVELS

40 SPORTS TEAMS

FIELDLED IN 11 SPORTS

6 SINGLE SUBJECTS

SUBJECTS CONNECTED TO CORE SUBJECTS

3 FOREIGN LANGUAGES

TAUGHT AS CORE SUBJECTS

1,800 ALUMNI

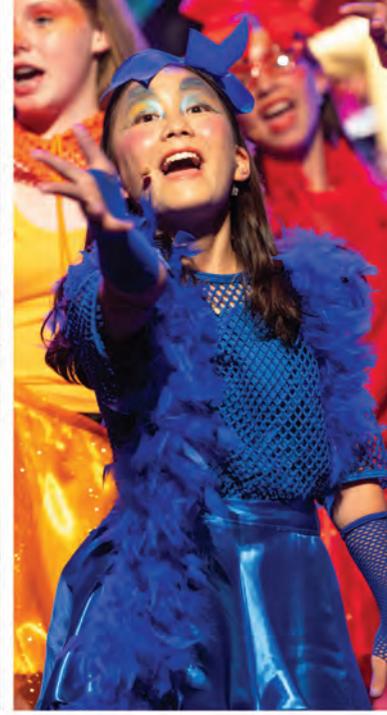
MAKING A DIFFERENCE IN THE WORLD

20 MUSICAL INSTRUMENTS

PLAYED BY STUDENT BODY



WORLD-SIZED HEARTS



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World-sized hearts. World-class minds.



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At **TVT Community Day School**, you'll experience a modernized approach to teaching and learning. The pace of change in society can often feel like decades happen in weeks or months. These changes are increasingly complex and global, so our educational approaches must meet the moment. To do so, TVT has constructed new learning spaces that allow students to better collaborate and use technology; they've trained teachers on the latest research on learning; and their curriculum is infused with the knowledge and skill-building that allows students to explore solutions to problems that come from their own imagination.

Central to this approach is a commitment to learning by doing, exemplified by TVT's 6th to 12th-grade engineering program, also known as "**Engineers-in-Training**." Starting in 6th grade and progressing throughout their entire high school experience, Engineers-in-Training (EITs) develop as critical thinkers with analytic, soft, and manufacturing skills. In middle school, students explore rocketry, aerodynamics, control theories, and computer programming for a foundation in pre-engineering. High school courses follow a sequence of Structural Engineering, Electrical Engineering, Mechanical Engineering, and a "Design Capstone" experience that incorporates MATLAB, SolidWorks, additive manufacturing, and an optional Computer Aided Drafting (CAD) elective course. In fact, many EITs with a passion for robotics tackle design challenges outside of school hours as part of a traveling and competing VEX Robotics team.

The goal of TVT's Engineering program is for students to collaborate effectively on multi-disciplinary teams as they identify, formulate, and solve engineering problems using industry-standard software and hardware. Over the

past few years, Engineers-in-Training have developed, tested, and produced systems that operate from undersea to near space, developing waterproof submersible vehicles, low-carbon-footprint Mars habitats, as well as cameras and sensors that operate in the stratosphere collecting data about atmospheric conditions. During the pandemic, these same students developed a low-cost ventilator to meet the national shortage. Students presented these projects to professionals ranging from The Department of Defense, Sierra Nevada Space Technologies, Microsoft, and Amazon.

These experiences have helped students with entry into successful engineering programs nationwide, such as UCLA, USC, Carnegie Mellon, Johns Hopkins, University of Michigan, Georgia Tech, and Harvey Mudd, with majors and areas of interest ranging from Aerospace to BioMedical Engineering.

Students graduating from high school now will be in the workforce into the 2070s and beyond. TVT prepares students to solve the problems of tomorrow through innovative learning today. **TVT is the place to be, where academics are important and character is paramount.**

Founded in 1991, TVT Community Day School is an inclusive Jewish school of inquiry and innovation where academics are important and character is paramount. TVT is open to students of all faiths in Grades TK-12.

For more information about TVT Community Day School, please call 949.509.9500 or visit www.TARBUT.com



#1

Jewish School in America
K-12 School in Orange County

Source: Niche 2023 Rankings



**ACADEMICS ARE IMPORTANT.
CHARACTER IS PARAMOUNT.**



www.TARBUT.com

TVT Community Day School
5 Federation Way, Irvine CA 92603 | 949.509.9500

Founded in Loving Memory of Naomi Gelman Weiss



E is for Engineering! How Stratford's Engineering Curriculum Takes Students to the Next Level in STEM/STEAM Education

"Scientists study the world as it is; engineers create the world that has never been."

– Theodore von Karman, Hungarian-American mathematician, aerospace engineer, and physicist

Engineering, the all-important "E" in STEM and STEAM education—in this new age of technology, a robust engineering curriculum is more essential than ever. At Stratford School, our engineering curriculum is designed to prepare students to meet the unique challenges of the future armed with a solid engineering foundation from which they can build upon, whether they choose to continue their studies in any of the many engineering specialties that exist today or use those critical engineering principles to improve systems and solve problems in any field they decide to go into.

Engineers develop new technologies or improve existing ones to increase their benefits, decrease known risks, and meet societal demands. They ask questions, define problems, plan, investigate, construct explanations, and design solutions. Children are naturally curious: they are eager to learn the "how and why" of everything: from "why does a beaver build a dam" to "how does a windmill work?" We encourage our curious and budding engineers of the future to understand the answers to these questions through hands-on engineering projects embedded in Preschool to Middle School science and engineering curriculum. Critical thinking, innovation, collaboration, and communication skills are intricately woven into the topics that students learn in their Next Generation Science Standards (NGSS) aligned science curriculum.

Starting Engineering Concepts Early

Early learners, Preschool and Pre-Kindergarten students, love working with their hands! You can hear the exciting sounds and playful investigations in the classrooms during a science unit on-ramps and pathways. What might seem like simple play is actually quite complex, as children tackle big ideas around energy, force, and motion. After exploring the relationship between materials, the learning culminates in a design challenge: build a system that a small marble can move through. Our early engineers

eagerly build, test, and try again until they achieve success together. In addition to feeling a sense of accomplishment, the children begin to understand how mistakes are opportunities to learn...a lesson for a lifetime!

Designing Solutions for the Future in Middle School

In addition to being integrated into the science curriculum, engineering is also offered as a choice elective at Stratford Middle School. Students who take Engineering design a sustainable futuristic city using engineering design principles and participate in the FutureCity Competition every year. Our students have consistently demonstrated innovative thinking in creating physical models of the city using mainly recycled materials. Stratford teams have placed in the top five positions in the past several years. This year's FutureCity theme was to build a waste-free city based on the principles of a circular economy. Stratford students secured the first position in the regional competition and moved on to the national level. Students worked hard to create a future city that produces zero waste, can accommodate any age or ethnicity, and can ensure the comfort, safety, and convenience of its residents. A summary of the numerous components that make their city unique include the water filtration system, which filters water to be reused, the stacked agriculture farms that mimic natural

environments and minimize space use, solar panels, wind turbines, and other examples of renewable energy.

At Stratford, in addition to developing the skills of creativity, curiosity, and perseverance through the engineering design process, our students learn a growth mindset and treat each challenge as an opportunity for growth and success in the future years! Interested in learning more?

Visit us at www.stratfordschools.com.



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SCHOOL**

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Join us for a TOUR

Explore Stratford's advanced, intentionally designed STEAM-based curriculum and see firsthand how we foster creative-thinking, innovation, and collaboration.



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SCHOOL**

Mission Viejo

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StratfordSchools.com**

Our other Southern California campuses Altadena | West Los Angeles

K-12 STEAM GUIDE - Directory

Name of School: Irvine Public Schools Foundation
Head of School: Neda Eaton, President & CEO
Address: 1 Post, Suite 250, Irvine, CA 92688
Website: www.ipsf.net
Grade Levels: PK-12
Total Enrollment: 36,000
Student to Faculty Ratio: varies
Average Class Size: varies
Application Deadline for the 2023/24 School Year: N/A
Type of School: Summer and After School Enrichment
Steam Mission: IPSF's mission is to enrich the educational experience of each child in every school. We achieve this by providing programs, raising funds, and uniting the community in support of educational excellence.

Name of School: St. Mary's School
Head of School: Doug Patterson
Address: 7 Pursuit, Aliso Viejo, CA 92656
Website: www.smaa.org
Grade Levels: Early Education through Grade 8
Total Enrollment: 715
Average Class Size: EEP 1:6-9; Lower School (K-2) 1:9; Lower School (3-5) 1:10; Middle School (6-8) 1:18.
Application Deadline for the 2023/24 School Year: January 2023 for first round; Rolling Admission. Apply at www.smaa.org
Type of School: Independent, International Baccalaureate school.
Steam Mission: St. Mary's is committed to creating transformative educational experiences designed to solve real-world problems, explore different ideas and inspire flexible and persistent problem-solvers. STEAM is at the foundation of an International Baccalaureate education.

Name of School: Stratford School
Head of School: P.L. deAvila
Address: 24741 Chrisanta Drive, Mission Viejo, CA 92691
Website: www.stratfordmissionviejo.com
Grade Levels: Preschool - Middle School
Total Enrollment: 425 in Southern California
Student to Faculty Ratio: 1:12 Preschool, 1:15 Kindergarten, 1:22 Elementary/Middle School
Average Class Size: Varies by campus location
Application Deadline for the 2023/24 School Year: Open enrollment as long as space is available
Type of School: Private
Steam Mission: Stratford School's accelerated STEAM curriculum balances academic rigor with a caring learning environment where students learn a growth mindset and treat each challenge as an opportunity for success in the future years!

Name of School: TVT Community Day School
Head of School: Jill Quigley
Address: 5 Federation Way, Irvine CA 92603
Website: www.TARBUT.com
Grade Levels: TK-12
Total Enrollment: 820
Student to Faculty Ratio: 9:1
Average Class Size: 17
Application Deadline for the 2023/24 School Year: Rolling
Type of School: Independent
Steam Mission: STEAM at TVT emphasizes a hands-on learning experience while engaging students in the most current body of scientific knowledge, practices, and technologies. By pushing the boundaries, TVT keeps faculty practice sharp, maintains focus on the future, prioritizes essential learning, and continuously develops and assesses a modern curriculum.

IRA is in early discussions for a mixed-use redevelopment of 2722 Michelson



VKCC

► from page 1

Business Journal has learned.

The commercial real estate investor, which has made a string of large healthcare and medical office purchases in recent years, paid about \$102.4 million for the nine-building office park that spans almost 450,000 square feet near the intersection of Von Karman Avenue and Alton Parkway.

EQ Office—previously known as Equity Office—sold the 24-acre site for about \$230 per square foot, or \$90 per land foot, real estate sources tell the Business Journal.

The deal is among the largest office sales in

Orange County over the past year

“The value of this property is in the land,” IRA co-founder and Principal **Amer Kasm** told the Business Journal. “It’s rare to come across a contiguous parcel of this size in Irvine. We saw the opportunity to reposition it in the long-term into its highest and best use.”

IRA is exploring several new uses for the site, such as lifescience and multifamily, but the short-term goal is to “continue to own and operate the asset as is and make sure existing tenants are happy.”

“It’s a long-term play for us,” Kasm said.

Healthcare Outperforms

EQ Office, a subsidiary of New York invest-

ment firm **Blackstone**, acquired VKCC as part of a portfolio deal in 2015, and kicked off a creative office conversion for the low-rise campus two years later.

The site includes wellness and fitness components, concierge services and various food and beverage options among other amenities.

The project was about 60% leased at the time of sale with large tenants including **Westcliff University** and **Consumer Direct**.

A drop in demand for the office sector from investors and tenants alike in the wake of the pandemic has prompted a surge in conversion and redevelopment projects across the region.

IRA is no different, with new plans for once-popular creative office projects across its

IRA Capital LLC



- **FOUNDED:** 2010
- **HEADQUARTERS:** Irvine
- **PRINCIPALS:** Amer Kasm; Amer Malas; Jay Gangwal; Mohannad Malas; Samir Patel
- **BUSINESS:** private real estate investor
- **PORTFOLIO:** 8M SF
- **NOTABLE:** planning long-term redevelopment plans for VKCC office campus in Irvine

portfolio.

“The office market has been hit significantly, and many are questioning the long-term viability,” Kasm said. “There’s a tremendous opportunity to look at sites where there’s a higher need than traditional office.”

IRA counts a portfolio of about 8 million square feet; nearly 70% of that is comprised of healthcare and medical offices, with the balance made up of traditional office, retail and multifamily.

“Our entire healthcare portfolio is close to 99% leased, which speaks to how strong the sector is,” Kasm said.

As such, healthcare is a top product type option for VKCC, though the firm is also bullish on lifescience, multifamily and industrial.

Ex-Anduril Site

The purchase comes a little more than a year after IRA purchased **Anduril Industries’** former headquarters in Irvine for \$103 million. The nearly 155,000-square-foot building at 2722 Michelson is about 2 miles from VKCC.

Anduril relocated last year to its new, larger base at **The Press** in Costa Mesa; the Irvine building is now occupied by advertising and media-focused tech company **Viant Technology Inc.** (Nasdaq: DSP) and electric motorbike company **Super73**.

IRA is in the early stages of redeveloping the office, at the busy intersection of Jamboree Road and Michelson, into a mixed-use site involving multifamily and other components.

“The corner lends itself well to residential and mixed-use components,” Kasm said.

Across the street, Miami-based homebuilder **Lennar** is nearing completion on a 285-unit residential project at its Central Park West development; and a 6-acre parcel next door is making way for a 137,000-square-foot industrial project headed by **Black Creek Group**. ■